1   **1.** A method of conducting an auction, said method comprising:

2   entering, at a data processing system, a first bid into said auction in behalf of a first bidder;

3   receiving, at said data processing system, a bid package from a second bidder, wherein said

4   bid package directs said data processing system to determine a bid variable based, at least in part, on

5   the identity of said first bidder; and

6   entering, at said data processing system, a second bid into said auction in behalf of said second

7   bidder, wherein said second bid comprises said bid variable as determined by said data processing

8   system.

1   **2.** The method of claim 1 further comprising withholding, at said data processing system, the

2   identity of said first bidder from said second bidder until at least after said bid package has been

3   received at said data processing system.

1   **3.** The method of claim 1 wherein said bid package directs said data processing system to set

2   said second bid variable to 100% of said first bid variable.

1   **4.** The method of claim 1 wherein said bid package directs said data processing system to set

2   said second bid variable to a value that is more than 100% of said first bid variable.

1   **5.** The method of claim 1 wherein said bid package directs said data processing system to set

2   said second bid variable to a value that is less than 100% of said first bid variable.

1   **6.** A method of conducting an auction, said method comprising:

2   entering, at said data processing system, a first bid into said auction in behalf of a first bidder,

3   wherein said first bid comprises a first bid variable;

4   receiving, at said data processing system, a bid package from a second bidder, wherein said

5   bid package directs said data processing system to determine a second bid variable based, at least in

6   part, on the identity of said first bidder and on said first bid variable; and

7   entering, at said data processing system, a second bid into said auction in behalf of said second

8   bidder, wherein said second bid comprises said second bid variable as determined by said data

9   processing system.

1   **7.** The method of claim 3 further comprising withholding, at said data processing system, the

2   identity of said first bidder from said second bidder until at least after said bid package has been

3   received at said data processing system.

1   **8.** A method of conducting an auction, said method comprising:

2   entering, at a data processing system, a first bid into said auction in behalf of a first bidder,

3   wherein said first bid comprises a first bid variable;

4   entering, at said data processing system, a second bid into said auction in behalf of a second

5   bidder, wherein said second bid comprises a second bid variable;

6   receiving, at said data processing system, a bid package from a third bidder, wherein said bid

7   package directs said data processing system to determine a first bid variable based, at least in part, on

8   the identity of said first bidder and on the identity of said second bidder; and

9   entering, at said data processing system, a third bid into said auction in behalf of said third

10   bidder, wherein said third bid comprises said third bid variable as determined by said data processing

11   system.

1   **9.** The method of claim 8 further comprising withholding, at said data processing system, the

2   identity of said first bidder and the identity of said second bidder from said third bidder until at least

3   after said bid package has been received at said data processing system from said third bidder.

1   **10.** The method of claim 8 wherein said bid package directs said data processing system to set

2   said third bid variable to a value that is more than 100% of the maximum of said first bid variable and

3   said second bid variable.

1   **11.** The method of claim 8 wherein said bid package directs said data processing system to set

2   said third bid variable to a value that is more than 100% of the minimum of said first bid variable and

3   said second bid variable.

1   **12.** The method of claim 8 wherein said bid package directs said data processing system to set

2   said third bid variable to a value that is less than 100% of the maximum of said first bid variable and

3   said second bid variable.

1   **13.** The method of claim 8 wherein said bid package directs said data processing system to set

2   said third bid variable to a value that is less than 100% of the minimum of said first bid variable and

3   said second bid variable.

1   **14.** The method of claim 8 wherein said bid package directs said data processing system to set

2   said third bid variable to a value that is equal to the average of said first bid variable and said second

3   bid variable.

1   **15.** A method of conducting an auction, said method comprising:

2   entering, at a data processing system, a first bid into said auction in behalf of a first bidder;

3   entering, at said data processing system, a second bid into said auction in behalf of a second

4   bidder;

5   receiving, at said data processing system, a bid package from a third bidder, wherein said bid

6   package directs said data processing system to determine a third bid variable based, at least in part, on

7   the identity of said first bidder and to ignore the identity of said second bidder in determining said

8   third bid variable; and

9   entering, at said data processing system, a third bid into said auction in behalf of said third

10   bidder, wherein said third bid comprises said third bid variable.

1   **16.** The method of claim 15 further comprising withholding, at said data processing system,

2   the identity of said first bidder and the identity of said second bidder from said third bidder until at

3   least after said bid package has been received at said data processing system.

1   **17.** A method of conducting an auction in behalf of an auction solicitor, said method

2   comprising:

3   receiving, at said data processing system, a bid package from a first bidder, wherein said bid

4   package directs said data processing system to:

5   (i)   enter a bid in said auction in behalf of said first bidder in response to each bid entered in

6   said auction in behalf of a second bidder, and

7   (ii) determine a bid for said first bidder that is less advantageous to said auction solicitor than

8   the most recent bid entered in said auction in behalf of said second bidder;

9   entering, at said data processing system, a first bid into said auction in behalf of said first

10   bidder;

11   entering, at said data processing system, a second bid into said auction in behalf of said second

12   bidder;

13   determining, at said data processing system, said third bid that is less advantageous to said

14   auction solicitor than said second bid; and

15   entering, at said data processing system, said bid into said auction in behalf of said first bidder.

1   **18.** A method of conducting an auction in behalf of an auction solicitor, said method

2   comprising:

3   entering, at a data processing system, a first bid into said auction in behalf of a first bidder,

4   wherein said bid comprises a first bid variable;

5   receiving, at said data processing system, a bid package from a second bidder directing said

6   data processing system to determine a second bid variable based, at least in part, on said first bid

7   variable and such that said second bid variable is less advantageous to said auction solicitor than said

8   first bid variable; and

9   entering, at said data processing system, a second bid in said auction in behalf of said second

10   bidder, wherein said second bid comprises said second bid variable as determined by said data

11   processing system.

1   **19.** The method of claim 18 further comprising refraining, at said data processing system,

2   from disclosing said first bid variable to said second bidder until at least after said second bid has been

3   entered into said auction.

1   **20.** A method of conducting an auction, said method comprising:

2   receiving, at a data processing system, a bid package from a first bidder directing said data

3   processing system to:

4   (i) prepare a first bid in response to a second bid entered into said auction in behalf of a

5   second bidder, and

6   (ii) wait an unpredictable amount of time after said second bid is entered into said auction

7   before entering said first bid into said auction in behalf of said first bidder;

8   entering, at said data processing system, said second bid into said auction in behalf of said

9   second bidder;

10   preparing, at said data processing system, said first bid in response to said second bid; and

11   waiting, at said data processing system, an unpredictable amount of time before entering said

12   first bid into said auction in behalf of said first bidder.

1   **21.** A method of conducting an auction, said method comprising:

2   establishing, at a data processing system, a first default value in said auction;

3   receiving, at said data processing system, a first bid package from a first bidder, wherein said

4   bid package directs said data processing system to:

5   (i) determine a first bid variable based, at least in part, on said first default value, and

6   (ii) enter a first bid in said auction in behalf of said first bidder;

7   entering said first bid in said auction in behalf of said first bidder, wherein said first bid

8   comprises said first bid variable.

1   **22.** The method of claim 21 further comprising establishing, at said data processing system, a

2   second default value in said auction;

3   wherein said bid package further directs said data processing system to (iii) determine a

4   second bid variable based, at least in part, on said second default value; and

5   wherein said first bid further comprises said second bid variable.

1   **23.** The method of claim 21 wherein said bid package further directs said data processing

2   system to (iii) determine a second bid variable based, at least in part, on publicly-available

3   information; and

4   wherein said first bid further comprises said second bid variable.

1   **24.** A method of conducting a sealed-bid auction in behalf of an auction solicitor, said method

2   comprising:

3   entering, at a data processing system, a first sealed bid in said sealed-bid auction in behalf of a

4   first bidder;

5   entering, at said data processing system, a second sealed bid in said sealed-bid auction in

6   behalf of a second bidder;

7   ranking, at said data processing system, the advantageousness of said first sealed bid and said

8   second sealed bid to said auction solicitor;

9   outputting from said data processing system the ranking of said first sealed bid and said

10   second sealed bid to said first bidder and to said second bidder;

11   withholding, at said data processing system, the contents of said first sealed bid from said

12   second bidder until after the opportunity for said second bidder to submit a revised second bid into

13   said sealed-bid auction has expired; and

14   withholding, at said data processing system, the contents of said second sealed bid from said

15   first bidder until after the opportunity for said first bidder to submit a revised first bid into said sealed-

16   bid auction has expired.

1   **25.** A method of conducting a sealed-bid auction in behalf of an auction solicitor, which

2   sealed-bid auction comprises a bidding phase and a resolution phase, said method comprising:

3   entering, at a data processing system and during said bidding phase, a first sealed bid into said

4   sealed-bid auction in behalf of a first bidder;

5   entering, at said data processing system and during said bidding phase, a second sealed bid

6   into said auction in behalf of a second bidder;

7   ranking, at said data processing system and during said bidding phase, the advantageousness

8   of said first sealed bid and said second bid to said auction solicitor; and

9   outputting from said data processing system and during said bidding phase, said ranking to

10   said first bidder.

1   **26.** The method of claim 25 further comprising entering, at said data processing system and

2   during said bidding phase, a revised first sealed bid into said sealed-bid auction in behalf of said first

3   bidder.

1   **27.** The method of claim 26 further comprising withholding, at said data processing system,

2   the contents of said second sealed bid from said first bidder until said resolution phase.

1   **28.** A method of conducting a plurality of auctions, said method comprising:

2   entering, at a data processing system, a first bid into a first auction in behalf of a first bidder;

3   receiving, at said data processing system, a bid package from said first bidder, wherein said

4   bid package directs said data processing system to:

5   (i) determine a first bid variable based, at least in part, on whether said first bidder has

6   won said first auction or not won said first auction, and

7   (ii) enter a second bid into a second auction in behalf of said first bidder;

8   entering, at said data processing system, a second bid into said second auction in behalf of said

9   first bidder, wherein said second bid comprises said second bid variable as determined by said data

10   processing system.

1   **29.** A method of conducting an auction in behalf of an auction solicitor and for a scope, said

2   method comprising:

3   entering, at a data processing system, a first bid into said auction, wherein said first bid is for

4   all of said scope;

5   entering, at said data processing system, a first plurality of bids into said auction, wherein each

6   of said first plurality of bids is for a portion of said scope as partitioned in a first dimension and said

7   first plurality of bids in aggregate is for all of said scope; and

8   entering, at said data processing system, a second plurality of bids into said auction, wherein

9   each of said second plurality of bids is for a portion of said scope as partitioned in a second dimension

10   and said second plurality of bids in aggregate is for all of said scope.

1   **30.** The method of claim 29 further comprising:

2   ranking, at said data processing system, the advantageousness of said first bid to said auction

3   solicitor in comparison to the sum of said first plurality of bids and said second plurality of bids; and

4   outputting from said data processing system an indicium of whether said first bid alone or said

5   first plurality of bids or said second plurality of bids have won said auction.